ORDER

KLAS

Orders	**Order / Rev:**	36905		
	Alt Order #:	08838266		
	Product Desc:	HECK/CONGRESS/REP		
	Estimate:			
	Flight Dates:	08/07/12 - 08/20/12	Primary AE:	Mike Jones
	Original Date / Rev:	08/06/12 / 08/06/12	Sales Office:	K-WAS
	Order Type:	GENERAL	Sales Region:	National
Agency	**Name:**	**Strategic Media Placement**		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		7669 Stagers Loop	Billing Cycle:	EOM/EOC
		Delaware, OH 43015	Agency Commission:	15%
Advertiser	**Name:**	Heck, Joe - R-CD3		
	Demographic:	A35+	New Business Thru:	09/03/11
	Product Codes:	PO1	Order Separation:	00:10:00
	Priority:	LV1	Advertiser External ID:	
	Revenue Codes:	AGY, POL, CAND	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	21	$26,275.00	$22,333.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	21	$26,275.00	$22,333.75	0.00
Totals	21	$26,275.00	$22,333.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	$26,275.00
Market	100%	$87,583.33

Competitive Share	Share	Total
CABLE	0%	$0.00
KBLR	0%	$0.00
KFBT	0%	$0.00
KINC	0%	$0.00
KTNV	25%	$21,895.83
KTUD	0%	$0.00
KVBC	0%	$0.00
KVVU	5%	$4,379.17
KVWB	0%	$0.00
LV1	0%	$0.00
UNKWN	0%	$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	8	08/08/12	08/10/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p	--WTF--	:30	4	$900.00	LV1	0.00 NM	4	$3,600.00
NEWS														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week:		08/06/12	08/12/12	--WTF--	4	$900.00	0.00							
E 2	8	08/13/12	08/17/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p	MTWTF--	:30	2	$900.00	LV1	0.00 NM	2	$1,800.00

Order / Rev: 36905 Advertiser: Heck, Joe - R-CD3

Alt Order #: 08838266 Product Desc: HECK/CONGRESS/REP KLAS

Flight Dates: 08/07/12 - 08/20/12 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
	NEWS														
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 08/13/12	08/19/12	MTWTF--	2	$900.00	0.00									
E 3	8	08/20/12	08/20/12	8 News Now 4p M-F	CM	4-5p	M------	:30	1	$900.00	LV1	0.00	NM	0	$0.00
				8 News Now 4p M-F											
	NEWS														
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 08/20/12	08/26/12	M------	1	$900.00	0.00									
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
	1	*8*	*08/20/12-08/26/12*	*8 News Now 4p M-F*	4-5p	M---------	*:30*	~~*($900.00)*~~	0.00	*NM*					
	See MG 8.5,8.6,8.7,8.8,8.9,8.10														
	[da]														
E 4	8	08/08/12	08/10/12	8 News Now 5-630p M-F	CM	5-630p	--WTF--	:30	5	$1,250.00	LV1	0.00	NM	5	$6,250.00
				8 News Now 5-630p M-F											
	NEWS														
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 08/06/12	08/12/12	--WTF--	5	$1,250.00	0.00									
E 5	8	08/13/12	08/17/12	8 News Now 5-630p M-F	CM	5-630p	MTWTF--	:30	1	$1,250.00	LV1	0.00	NM	1	$1,250.00
				8 News Now 5-630p M-F											
	NEWS														
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 08/13/12	08/19/12	MTWTF--	1	$1,250.00	0.00									
E 6	8	08/20/12	08/20/12	8 News Now 5-630p M-F	CM	5-630p	M------	:30	1	$1,250.00	LV1	0.00	NM	0	$0.00
				8 News Now 5-630p M-F											
	NEWS														
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 08/20/12	08/26/12	M------	1	$1,250.00	0.00									
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
	1	*8*	*08/20/12-08/26/12*	*8 News Now 5-630p M-F*	5-630p	M---------	*:30*	~~*($1,250.00)*~~	0.00	*NM*					
	See MG 8.5,8.6,8.7,8.8,8.9,8.10														
	[da]														
E 7	8	08/08/12	08/10/12	8 News Now 11p M-F	CM	11-1135p	--WTF--	:30	3	$1,700.00	LV1	0.00	NM	3	$5,100.00
				8 News Now 11p M-F											
	NEWS														
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 08/06/12	08/12/12	--WTF--	3	$1,700.00	0.00									
E 8	8	08/13/12	08/17/12	8 News Now 11p M-F	CM	11-1135p	MTWTF--	:30	4	$1,700.00	LV1	0.00	NM	6	$8,275.00
				8 News Now 11p M-F											
	NEWS														
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 08/13/12	08/19/12	MTWTF--	4	$1,700.00	0.00									

Order / Rev: 36905 Advertiser: Heck, Joe - R-CD3

Alt Order #: 08838266 Product Desc: HECK/CONGRESS/REP KLAS

Flight Dates: 08/07/12 - 08/20/12 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 8	8	08/13/12	08/17/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p	MTWTF--	:30	4	$1,700.00	LV1	0.00	NM	6	$8,275.00

NEWS

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	08/13/12	08/19/12	MTWTF--	4	$1,700.00	0.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
1	8	08/13/12-08/19/12	8 News Now 11p M-F	11-1135p	MTWThF----	:30	~~$1,700.00~~	0.00	NM
	See MG 8.5,8.6,8.7,8.8,8.9,8.10								
	[da]								
2	8	08/13/12-08/19/12	8 News Now 11p M-F	11-1135p	MTWThF----	:30	~~$1,700.00~~	0.00	NM
	See MG 8.5,8.6,8.7,8.8,8.9,8.10								
	[da]								
3	8	08/13/12-08/19/12	8 News Now 11p M-F	11-1135p	MTWThF----	:30	~~$1,700.00~~	0.00	NM
	See MG 8.5,8.6,8.7,8.8,8.9,8.10								
	[da]								
4	8	08/13/12-08/19/12	8 News Now 11p M-F	11-1135p	MTWThF----	:30	~~$1,700.00~~	0.00	NM
	See MG 8.5,8.6,8.7,8.8,8.9,8.10								
	[da]								
5	8	08/10/12-08/10/12	SF 49er's Football	Fri 6-9p	-----F----	:30	$5,000.00	0.00	NM
Ⓜ	MG for 11.2,11.3,8.1,10.1,6.1,11.1,10.2,11.4,9.1,3.1,8.3,8.2,8.4								
6	8	08/11/12-08/11/12	Politics Now S Sebelius	Various	------Sa--	:30	$650.00	0.00	NM
Ⓜ	MG for 11.2,11.3,8.1,10.1,6.1,11.1,10.2,11.4,9.1,3.1,8.3,8.2,8.4								
7	8	08/18/12-08/18/12	Politics Now S Sebelius	Various	------Sa--	:30	$675.00	0.00	NM
Ⓜ	MG for 11.2,11.3,8.1,10.1,6.1,11.1,10.2,11.4,9.1,3.1,8.3,8.2,8.4								
8	8	08/08/12-08/10/12	Live w/Kelly	9-10a	--WThF----	:30	$650.00	0.00	NM
Ⓜ	MG for 11.2,11.3,8.1,10.1,6.1,11.1,10.2,11.4,9.1,3.1,8.3,8.2,8.4								
9	8	08/08/12-08/10/12	Live w/Kelly	9-10a	--WThF----	:30	$650.00	0.00	NM
Ⓜ	MG for 11.2,11.3,8.1,10.1,6.1,11.1,10.2,11.4,9.1,3.1,8.3,8.2,8.4								
10	8	08/08/12-08/10/12	Live w/Kelly	9-10a	--WThF----	:30	$650.00	0.00	NM
Ⓜ	MG for 11.2,11.3,8.1,10.1,6.1,11.1,10.2,11.4,9.1,3.1,8.3,8.2,8.4								

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 9	8	08/20/12	08/20/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p	M------	:30	1	$1,700.00	LV1	0.00	NM	0	$0.00

NEWS

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	08/20/12	08/26/12	M------	1	$1,700.00	0.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
1	8	08/20/12-08/26/12	8 News Now 11p M-F	11-1135p	M---------	:30	~~$1,700.00~~	0.00	NM
	See MG 8.5,8.6,8.7,8.8,8.9,8.10								
	[da]								

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 10	8	08/12/12	08/19/12	Politics Now S Sebelius Politics Now S Sebelius	CM	Various (9:30 AM-10:00 AM)	------S	:30	1	$175.00	LV1	0.00	NM	0	$0.00

NEWS

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	08/06/12	08/12/12	------S	1	$175.00	0.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
1	8	08/06/12-08/12/12	Politics Now S Sebelius	Various (9:30 AM-10:00	--------Su	:30	~~($175.00)~~	0.00	NM
	See MG 8.5,8.6,8.7,8.8,8.9,8.10								
	[da]								

Week:	08/13/12	08/19/12	------S	1	$175.00	0.00									

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
2	8	08/13/12-08/19/12	Politics Now S Sebelius	Various (9:30 AM-10:00	--------Su	:30	~~($175.00)~~	0.00	NM
	See MG 8.5,8.6,8.7,8.8,8.9,8.10								
	[da]								

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	8	08/11/12	08/19/12	8 News Now 11p Sa/Su 8 News Now Sa/Su 11p	CM	11-1135P	-----SS	:30	2	$750.00	LV1	0.00	NM	0	$0.00

NEWS

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	08/06/12	08/12/12	-----SS	2	$750.00	0.00

Order / Rev: 36905 Advertiser: Heck, Joe - R-CD3

Alt Order #: 08838266 Product Desc: HECK/CONGRESS/REP KLAS

Flight Dates: 08/07/12 - 08/20/12 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	8	08/11/12	08/19/12	8 News Now 11p Sa/Su 8 News Now Sa/Su 11p	CM	11-1135P	-----SS	:30	2	$750.00	LV1	0.00	NM	0	$0.00

NEWS

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	08/06/12	08/12/12	-----SS	2	$750.00	0.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
1	8	08/06/12-08/12/12	8 News Now 11p Sa/Su	11-1135P	------SaSu	:30	~~($750.00)~~	0.00	NM
	See MG 8.5,8.6,8.7,8.8,8.9,8.10								
	[da]								
2	8	08/06/12-08/12/12	8 News Now 11p Sa/Su	11-1135P	------SaSu	:30	~~($750.00)~~	0.00	NM
	See MG 8.5,8.6,8.7,8.8,8.9,8.10								
	[da]								

Week:	08/13/12	08/19/12	-----SS	2	$750.00	0.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
3	8	08/13/12-08/19/12	8 News Now 11p Sa/Su	11-1135P	------SaSu	:30	~~($750.00)~~	0.00	NM
	See MG 8.5,8.6,8.7,8.8,8.9,8.10								
	[da]								
4	8	08/13/12-08/19/12	8 News Now 11p Sa/Su	11-1135P	------SaSu	:30	~~($750.00)~~	0.00	NM
	See MG 8.5,8.6,8.7,8.8,8.9,8.10								
	[da]								

Totals	21	$26,275.00